

What The Live Dealer Will



He receives the number and reads it. Great dreams of the future.



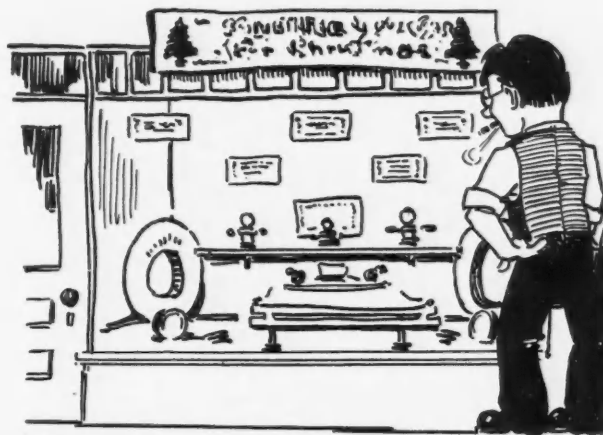
Studies advertising pages to learn of equipment and merchandise for winter selling campaign.



Telephones to jobber for a and other equipment and items for Christmas



Begins to make business for postmaster.



Arranges show window and puts signs in window and on front of building.



Work begins to come and hurry call for mechanics at end of summer se



Writes circular "Why not make a gift to whole family," "Stop wheel wobble" etc. and encloses flat rate card on every day operations.



Christmas trade starts, shop busy, everything looks fine.



Trade comes so fast is forced to send f

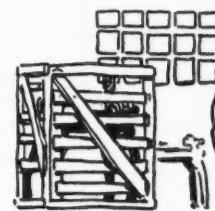
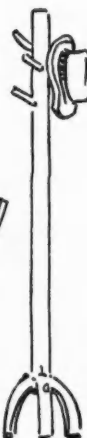
What He Will Do With The Winter



Telephones to jobber for axle stand and other equipment and picks out items for Christmas stock.



Visits banker to tell him about big plans. Offered loan if he needs it.



Spends week and



Work begins to come and sends out hurry call for mechanics he let go at end of summer season.



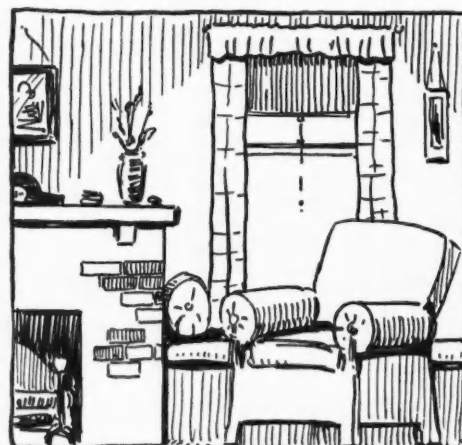
Gets out some special advertising for car for family Christmas.



Calls in his family to help with Christmas, tree and even



so fast is forced to send for family to help sell.



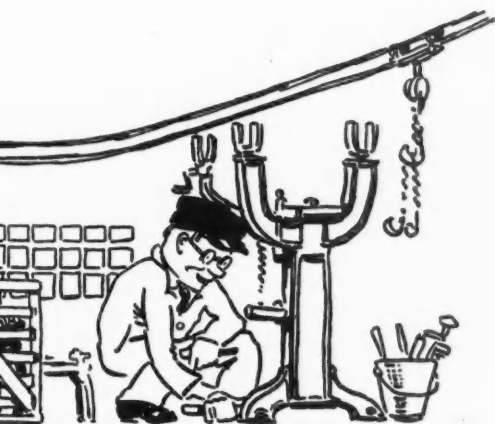
Postpones Christmas tree at home until Christmas day because whole family needed at shop.



Closes doors, tired have worked late each a \$3 present shower baths in shop

ce Number of November 1st, 1923

Winter Service Number of Mo



is week arranging for equipment and installing it.



All set to go, calls up some customers for overhaul work.



Rushes over to newspaper to insert two ads, one for shop work, other for selling winter specialties



ly to help doll up accessory department for e and everything. Kids make most suggestions.



Dec. 1st. and shop going fine.



Mails out booklet with Christmas suggestions. Puts up entire set of A. E. A. Cards.



ors, tired but happy, calls shop boys who worked late installing accessories, gives present, doubling overtime pay. Promises baths in shop soon as plumber can deliver.



After home presents distributed, children content, he saunters down to shop.



Looks over maintenance merchandising certificate for future work, counts cash from sales and thinks big year in 1924.

The Number of Motor Age



up some customers haul work.



Rushes over to newspaper to insert two ads, one for shop work, other for selling winter specialties



Back to office to use telephone some more and write circulars



shop going fine.



Mails out booklet with Christmas suggestions. Puts up entire set of A.E.A. Cards.



Notes "Merchandise Certificate" card in A.E.A. list, thinks of promoting flat rate jobs as gifts



tributed, children down to shop



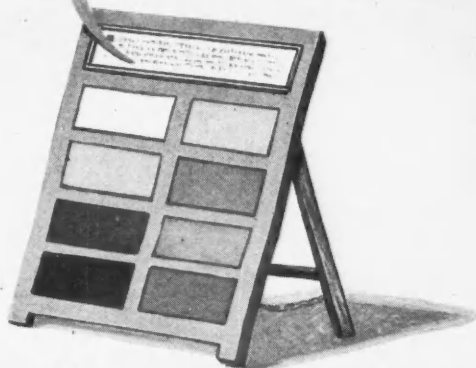
Looks over maintenance merchandising certificate for future work, counts cash from sales and thinks big year in 1924.



Takes final receipts over to bank and receives congratulations.



Maintenance of the finish on your car is as necessary as that of the engine. Pick out any of these colors and ask us what it will cost to refinish your car. We can save you money on the dull finish and it will last longer.



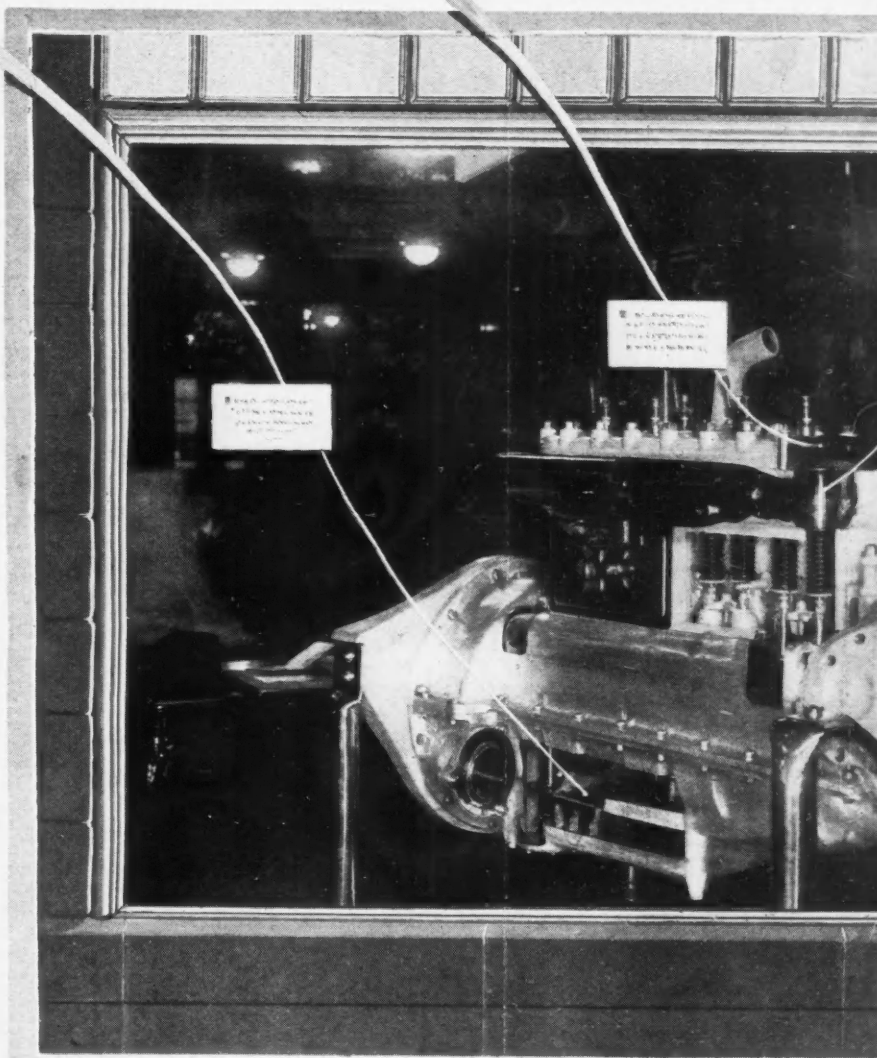
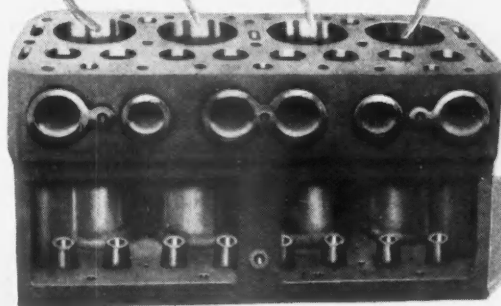
These bearings are worn which results in the engine knocking. The only remedy is to take up or replace the bearings. Also, the oil pump, screen and oil lines must be cleaned from time to time. Periodic inspection in our service department will forestall trouble.

This combustion chamber is full of carbon. This interferes with the performance of the engine. The carbon forms insulation for the cylinder head and the heat of the explosion is not transferred to the cooling water. This means "overheating" and pounding.

Here is a valve. This causes air to engine and upset the gas mixture. valve head is worn allow the valve means loss of engine running.

These cylinders have been refinished by us and are as perfectly round as the best of machinery can make them. The highly finished surface has been obtained by a process used in our shop. We can refinish the cylinders of your engine the same way.

Here is the way the cylinders looked before we refinished them. Note the scores and cuts from insufficient lubrication, probably caused from using oil which has become too thin by dilution with fuel.



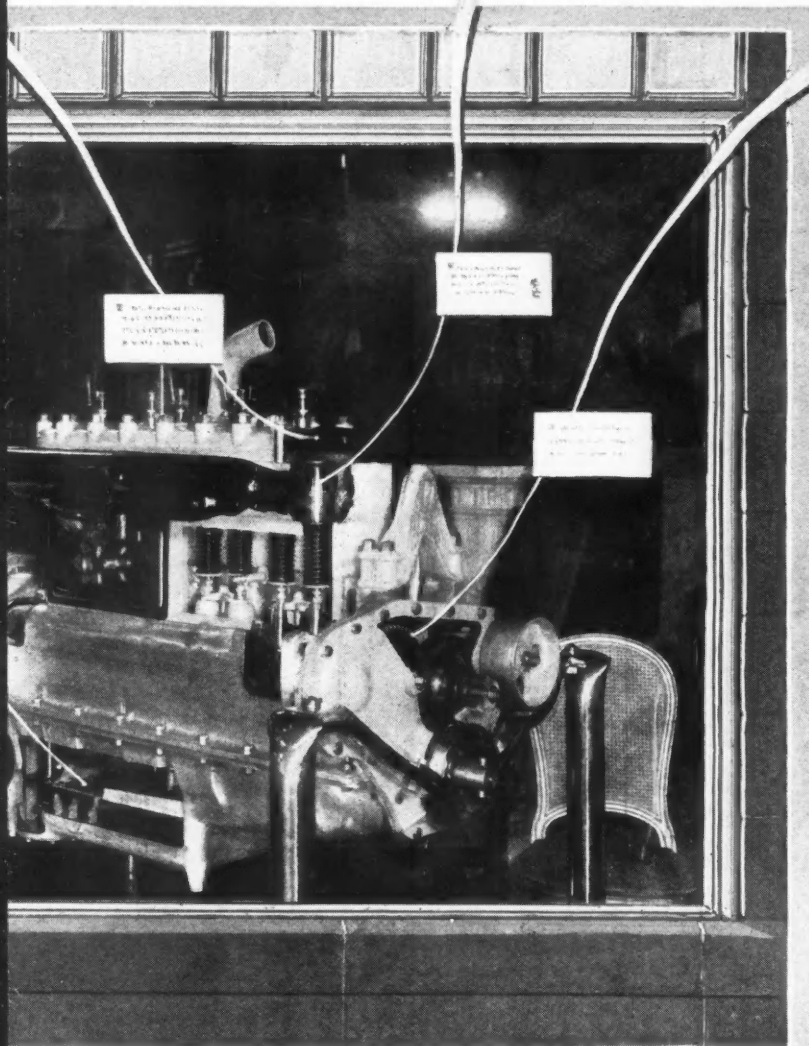
To merchandise engine overhaul or maintenance work of any kind on an partly cut-away engine in your window and call attention to some of the t happen during the life of an engine. Stickers on the window with ribbons l will help.

Supplement to **MOTOR AGE** Winter Service N

is full of
the per-
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cylinder
explosion
cooling
rheating"

Here is a valve with a worn guide. This causes air to be sucked into the engine and upsets the proportions of the gas mixture. Note also that the valve head is warped. This does not allow the valve to seat properly; means loss of compression and poor running.

This shows a set of noisy timing gears, due to wear. As the bearings for shafts of these gears wear the gears, do not run true, and noise develops. Our replacement gears of the non-metal type, insure quiet operation in your engine, if the timing gears are noisy.

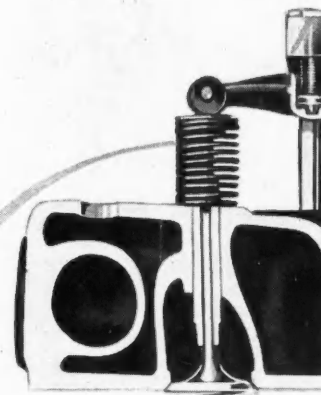


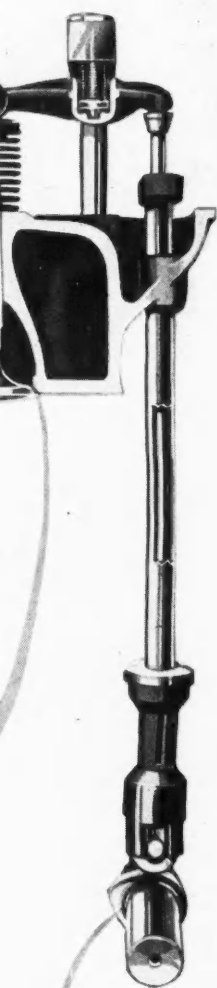
These valve springs are subjected to considerable strain and often lose their temper from heat. This means a sluggish engine and the only remedy is to replace the springs with new ones.

Here is one of the most important places in an engine—the valve seat. It is here that the valve must be tight.

One of those difficult knocks to find in engine sometimes can be attributed to a spot on one of the cams. As the speed of engine increases this knock becomes worse. worn tappet also will produce a knock.

maintenance work of any kind on an engine, it might pay to put a
ow and call attention to some of the things which ordinarily might
Stickers on the window with ribbons leading to the parts in question





Keep your battery well charged in winter. A discharged battery will not crank your engine and there is danger of the solution freezing and cracking the jars. We are at your service.

Buckled plates cut through the insulation and cause a short circuit. This will call for prompt attention by a capable battery man.

This box was damaged by being carried loose in the holder. It is also eaten away, due to acid working up around the terminals, which loosened up due to the shaking up that the battery got on the road. When a leak is noticed, it is economy, to have a good battery man fix it, before it causes additional damage.

These separators came from a battery that was run without adding water. There is a water line about two inches from the bottom of the plates showing where the upper part of each plate dried out while the upper part was overworked.

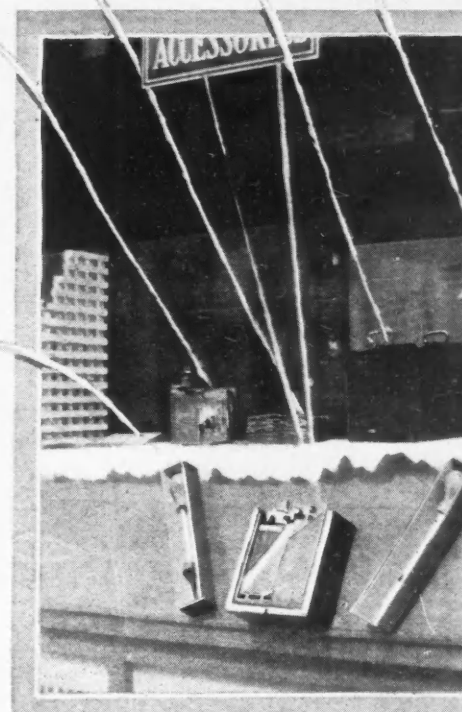
These plates were burned up due to adding strong acid to the battery. Never add anything but distilled water. Boiled water will not do. Never let anyone fill your battery with any TRICK solution. Such solutions give a "whisky" kick. A sudden enthusiasm followed by quick demise. If in doubt about such solutions, just write to any of the large battery concerns.

The regular use of a good hydrometer is the only way to KNOW whether your battery is getting the proper charge. The heaviness of the acid is the only true indicator of the battery's condition and the hydrometer measures this heaviness. Step in and our battery man will explain this to you.

TO PROTECT THE BATTERY FROM ABUSE

1. Use nothing but distilled water in the battery, but use it often.
2. The summer charging rate of the generator may not be enough in winter. There are many reasons for this. Let us tell them to you.
3. Never leave a battery in a discharged condition. Even a charged battery will be one-third discharged in a month. Let us tell you about the protection afforded by our wet or dry storage plan.
4. Keep the hold-down bolts tight.
5. Wash the top of the battery frequently with soda and water.
6. NEVER, NEVER, NEVER add strong acid or dope to your battery.

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This group of plates is sulphated to the extent that it is worthless. Sulphate forms in slight amounts upon discharge but when a battery is completely run down and allowed to stand in that condition the sulphate hardens and the plates are rendered useless.

IF YOUR BATTERY WILL NOT TURN YOUR STARTER IT IS TIME TO SEE OUR BATTERY MAN. (A "stitch in time" holds good here.)

Driving the car without hold down clips on the battery shook down the sediment in this jar and shorted the plates. **NEVER DRIVE A CAR WITH A LOOSE BATTERY.**

Overcharging resulted in breaking up these plates. The gassing produced by overcharging knocks the active material loose.

Buckled plates cut this separator through in fourteen places, making that many possibilities for internal short circuits. Consult our battery man and avoid trouble.

